



WXYZ

# ORDER

Print Date 11/02/12 Page 1 of 2

Flight Dates **11/01/12-11/06/12**

Contract / Revision      **316471 /**

Original Date / Revision  
10/31/12    11/01/12

Advertiser **American Future Fund**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**American Future Fund**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **74**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	23	\$206,550.00	\$243,000.00	0.00
<b>Totals</b>	<b>23</b>	<b>\$206,550.00</b>	<b>\$243,000.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	23	\$206,550.00	\$243,000.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	11/01/12	11/02/12	430 AM News 7 Action News This Morni	CM	430a-5a	---TF--	1:00	3	\$1,200.00	FX	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		3		\$1,200.00		0.00				
N 2	WXYZ	11/05/12	11/05/12	430 AM News 7 Action News This Morni	CM	430a-5a	M-----	1:00	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		2		\$1,200.00		0.00				
N 3	WXYZ	11/01/12	11/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	---TF--	1:00	2	\$3,000.00	FX	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 11/02/12

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Contract / Revision **316471** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **American Future Fund** Product **American Future Fund**

Estimate # **74**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	11/01/12	11/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	---TF--	1:00	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	---TF--	2		\$3,000.00	0.00							
N 4	WXYZ	11/05/12	11/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	M-----	1:00	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	2		\$3,000.00	0.00							
N 5	WXYZ	11/01/12	11/02/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	---TF--	1:00	1	\$10,000.00	FX	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	---TF--	1		\$10,000.00	0.00							
N 6	WXYZ	11/01/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	---TFSS	1:00	4	\$20,000.00	FX	0.00	NM	4	\$80,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	---TFSS	4		\$20,000.00	0.00							
N 7	WXYZ	11/05/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	M-----	1:00	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$20,000.00	0.00							
N 8	WXYZ	11/03/12	11/03/12	SA 10-11am News Spec SA 10-11am News	CM	10-11am	-----S-	1:00	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-	2		\$3,000.00	0.00							
N 9	WXYZ	11/04/12	11/04/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	1:00	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$3,000.00	0.00							
N 10	WXYZ	11/04/12	11/04/12	SU 12-1pm News Spec SU 12-1p News	CM	12-1p	-----S	1:00	2	\$5,000.00	FX	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	2		\$5,000.00	0.00							
N 11	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	1:00	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$5,000.00	0.00							
N 12	WXYZ	11/05/12	11/05/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	1:00	1	\$60,000.00	FX	0.00	NM	1	\$60,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$60,000.00	0.00							
N 13	WXYZ	11/04/12	11/04/12	Sunday Prime D Sunday Prime D	CM	10-11pm Sunday	-----S	1:00	1	\$31,000.00	FX	0.00	NM	1	\$31,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$31,000.00	0.00							
Totals														23	\$243,000.00